

INTRODUCTORY INTERVIEW

Type/Location

- 1 Locate the business on a map of the town.
- 2 What is the name of the business?
- 3 What type of business is it? (Sole trader, partnership, private/public company etc).
- 4 Would you describe the business as 'large' or 'small'?
- 5 How did the business begin? From a franchise, from scratch, inherited, or from the purchase of an existing business?
- 6 Have there been any moves to alter the type of business over recent times? If so, why?
- 7 Who are the owners of the business?
- 8 What is the main activity of the business? (Prime function).
- 9 What other activities are carried out by the business?
- 10 Do you need a licence to trade; Do you have professional qualifications?
- 11 Why is the business located here?
- 12 What advantages do you find in being located here?
- 13 Are there any future plans to relocate the business?
- 14 Do you mind if I do some sketches of the business? Suggest the front (facade), layout of buildings and remainder of the site (what use is made of it?)

Interviews

History

- 1 When was the business established? Who by?
- 2 In the establishment, was any assistance provided by any government (local, state)?
- 3 Could you outline the history of the business giving the major changes? (Has the main function of the business changed over time?)
- 4 Why did these changes occur?
- 5 Has the business always been located at this site?
- 6 Has any other organisation helped your business directly?
- 7 How have the local councils helped/hindered your business?
- 8 Were any other factors important to the development of your business?

Business goals

- 1 Could you describe what the business is attempting to achieve in the coming years, for:
 - the owners
 - the employees
 - the customers
 - the community

PROJECT

THE BUSINESS STUDIES

- 1 Do you belong to the local chamber of commerce, or some other employer organisation? Why or why not?
- 2 Do you belong to a traders' association? If yes, what is its name?
- 3 Which (to you) is the most important goal: increasing profits, survival, a good family life, increasing sales, increasing asset values? Other?
- 4 Where do you see your business in five years?

Administration

- 1 What departments, if any, do you have in your business?
- 2 How is the office (if any) organised?
- 3 How many people are employed in the office?
- 4 What use (if any) is made of computerisation/workstations?
- 5 Do you own/use a fax machine?
- 6 Who is responsible for cash received? Banking etc?
- 7 Is your business strictly cash or do you send out accounts?
- 8 Have debtors (people owing you money) found it more difficult to pay over recent years?
- 9 Are bad debts a problem in this type of business?
- 10 Who is responsible for paying bills?
- 11 Who is responsible for keeping the financial and other records?
- 12 Is any use made of local accountants/tax agents?
- 13 What recent changes, if any, have occurred in office procedures?

For small business

- 1 Why did you want to go into business?
- 2 Has owning and operating a business been as you first imagined?
- 3 What are the advantages of being in business?
- 4 What are the disadvantages?
- 5 How has owning/operating a small business affected you and your family?
- 6 Would you advise people to go into business?
- 7 What has been your biggest hurdle?
- 8 What has been your greatest success?
- 9 What special advantage does your business have over competitors?
- 10 What outside services, such as tax agents, do you use?

THE SECOND INTERVIEW

Equipment

- 1 Could you list the main types of plant/equipment used in the business?
- 2 Do you own or lease major items of equipment?
- 3 Where (the towns/cities) were these purchased?
- 4 From where are they serviced? Locally or elsewhere?